



**Our mission is: 'Realising potential, transforming lives'**

## **JOB DESCRIPTION**

**Job Title:** Student Experience Officer

**Responsible to:** Marketing Team Leader: 16-18

**Accountable to:** Marketing Team Leader: 16-18

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### **Job purpose**

Lead on the successful execution of WVRXtra — a new extra-curricular student engagement programme, designed to enhance the students' college experience.

Develop and deliver a broad and diverse programme of enrichment activities to empower our students to develop additional skill sets aligned to their aspirations and opportunities, in preparation for adulthood, independence and employment. This includes visiting speakers and facilitators; sport and physical activities; arts and crafts etc.

Support the marketing team in the recruitment of 16-18-year-olds via campaigns, events and the delivery of school engagement activities.

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### **Key responsibilities**

- Develop and roll out a WVRXtra Core Programme, available to all 16-18-year-old students and an Xtra+ Programme, (including HE+, Employability and Apprenticeship Programmes)
- Lead in the planning of and execution of enrichment sessions in the Crescent, outside or across college, during the 11.30-1.30pm lunch hour, period 4 when students are waiting for the college bus and work with the Student Support and Careers Teams to ensure an enrichment offer to level 3s across college.



- Liaise closely with curriculum, careers, support teams and learners in order to collate up to date and current feedback to shape and drive the engagement and inclusion offer.
- To use student voice feedback to plan and implement a responsive WVRXtra programme.
- Inspire and motivate staff and students to fully engage in enrichment programmes by delivering relevant and current content which enables students to develop a broad range of skills, essential for their own personal and professional development.
- To support the marketing team in the successful execution of college events, including Open Evenings, New Student Welcome Day, College Experience Evenings and events external to the college, including schools.
- Manage the Student Ambassadors across college and elicit their support in the successful delivery of WVRXtra and student recruitment events
- Explore and consider a WVR Students Union via associated due diligence. If approved, create a WVR Student Union for 2027-2028.
- Maximise opportunities to engage students and audiences on social media, by capitalising on national and seasonal campaigns e.g. International Women's Day.
- Lead on and promote cross college activities such as fresher's fayre during Welcome Week, guest speakers and charity events, using various platforms, including but not limited to the MyWVR app and college website.
- Lead and organise reward and recognition events across curriculum areas and whole college, e.g. end of term BBQ
- Conduct appropriate research whilst reflecting on the potential new interests of students to devise, facilitate and deploy health, wellbeing and physical activity programmes to raise awareness of the benefits and what is on offer for students.
- Ensure student engagement is recorded in college systems and provide engagement and impact reports as and when needed for the Director of Marketing.
- Facilitate sports teams, tournaments (sport and non-sport), deliver sessions, activities and trips, when required, adhering to all procedures and completing appropriate paperwork, including risk assessments etc
- Contribute to overseeing the enrichment budget, carry out regular stock check on equipment and order enrichment resources as necessary, with the authorisation of the line Manager



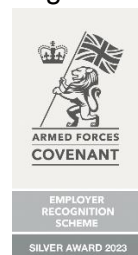
- Access funding opportunities available through Sport England or other revenue streams and explore way to generate income for enrichment, where possible.
- Ensure all digital displays in the Crescent, Atrium and across college, are switched on each day and that content is up-to-date, engaging, slides are reviewed periodically and digital displays are switched on each day. Ensure appropriate music is switched on in the Crescent and Atrium.
- Ensure appropriate processes are followed when inviting in guest speakers and organising college trips.
- Follow strictly the requirements of Warrington & Vale Royal's Health and Safety Policy and Procedures
- Undertake other duties that may be required by the Line Manager.

### **Professional Standards**

- Exemplify behaviours which drive behaviour in-line with professional standards.
- Maintain up-to-date knowledge of developments and best practice in your area to provide sound professional advice to the staff.
- Actively participate in professional development and training activities, developing your own personal networks and reflecting on your own performance.
- Be a role model of excellence and professionalism for all staff and students.

### **Responsibilities common to all Staff**

- To establish, maintain and develop professional working relationships with colleagues.
- Follow all agreed Quality Assurance Mechanisms operating within the College and contribute generally to the establishment and development of a quality provision/service.
- The College operates a Performance Management Review Scheme through which objectives and development plans are agreed. All staff are required to participate in the scheme and, with their manager, are jointly responsible for the completion of agreed actions.
- The College is keen to ensure the health and safety of students, staff and visitors. All staff are responsible for complying with the Health and Safety at Work Act 1974 and ensuring no-one is affected by individual acts or omissions.
- The College aims to be a place in which people can work and study free from discrimination. All staff and students are required to comply with the College's Single



Equality Scheme.

- To contribute to the College's Mission, Values and British Values.
- To be aware of, and responsive to the changing nature of the College and adopt a flexible and proactive approach to work.
- All employees are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.

## Review Arrangements

- This job description is not a rigid specification but identifies main responsibilities, which will be amended in the light of organisational need and in discussion with the postholder.

## Working at the College

Our environment is inclusive, friendly and supportive, with high expectations for both staff and students. To thrive in our environment, you will need to be resilient, positive, able to work autonomously, have a strong work ethic, and put our learners at the heart of everything you do.

## Our College values are:

**We put our students and customers first** - prioritising their inclusion, learning and progress, supporting their health and wellbeing and realising their potential

**We recognise that people are our greatest asset** – recruit and retain the most talented staff, investing in them to fulfil their potential, creating a wealth of opportunities for personal development and progression, creating a culture of co-prosperity, galvanising them through inclusive practice, recognising the difference they make and rewarding them for the work they do

**We pursue excellence in all we do** - a passion for inclusive, high quality education, training and skills solutions, holding ourselves to the highest possible standards, meeting (and exceeding) targets, making improvements, valuing creativity, supporting digital innovation and pedagogy

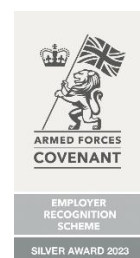
**We embrace change** - looking forward to the future, maintaining a growth mind-set, exploring new routes to inclusion, partnership and collaboration, harnessing AI safely and ethically for efficiency, digitalising and embracing new technologies, anticipating and responding to ongoing economic and social needs and demands



**We collaborate and work in partnership with others** - actively seeking opportunities to become more inclusive, working with others in the best interests of the college community and key stakeholders, delighting our customers

**We operate sustainably, ethically and responsibly** – adding social capital through inclusion, working to achieve net zero carbon targets and enhancing biodiversity, acting with integrity, with high levels of accountability and complete transparency, treating others fairly and with respect, communicating clearly, concisely and openly.

**We are guided by the principles of sound financial stewardship and operational efficiency** – balancing an inclusive educational character with cost effectiveness, ever-mindful of an increasingly risk-laden and unpredictable operational environment, the need for broader sensitivity analysis in budgeting and forecasting and the importance of mitigating risks that could affect the college's solvency.



## PERSON SPECIFICATION

### Qualifications

- 5 GCSEs A\* - C, including Maths and English
- Degree or equivalent, or recent relevant practical experience
- Accredited First Aid qualification (or willingness to obtain prior to commencement of post)

### Desirable:

- Coaching and fitness qualifications in various sports/activities.
- Hold full driving licence

### Experience and knowledge

- Experience of developing opportunities in a range of enrichment or sport and fitness related activities
- Experience of working and communicating with young people

### Desirable:

- Experience in education/public sector organisations

### Skills and abilities

- Knowledge of local and national sporting initiatives
- Knowledge of safeguarding
- Ability to collect and analyse data in order to inform decision making
- Creativity to promote new ideas and continuous improvement
- Proactive, positive enthusiastic approach to work
- A commitment to team work and the interests of the College as a whole
- Ability to motivate and lead others
- Excellent interpersonal skills and the ability to communicate well at all levels
- Flexible approach to work
- Must demonstrate suitability to work with children and vulnerable adults

Updated March 2026

